

Message Text

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47

ACTION EA-07

INFO OCT-01 ISO-00 EB-03 RSC-01 DRC-01 /013 W

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R 090936Z OCT 74

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC

INFO SECSTATE WASHDC 5165

UNCLAS TOKYO 13218

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: J-04-7

SUMMARY: DISCUSS LOCAL ARRANGEMENT FOR THE SUBJECT TOUR. END
OF SUMMARY.

TYOWAS 5-72 FOR OIS. RE TYOWAS 5-63 FOR OIS AND WASTYO 5-56-OIS.
RE J-04-7 MEDIA TOUR FOR TV CREW LINKED TO JW-31 SHOPPING THEME
TOUR, TBS-TV CREW MEMBERS ARE NORIE KASUGA, KUNIAKI MOGI, KATSUYA
TOYODA, HIDEHIRO HAMADA AND EIKO TAKEYA. FLIGHT SCHEDULE: 14NOV
TYO/HNL PA830, 17NOV HNL/MSP WA500, 20NOV MSP/ATL NW708, 24NOV
ATL/NYC EA811, 29NOV NYC/TYO PA801. OUR SPPOORT TO CONSIST OF
FIVE WAIVERS, NOT SIX AS ORIGINALLY REQUESTED, INCLUDING 250KG
EXCESS BAGGAGE ALLOWANCE PLUS DOLS3500 SEGMENTAL PR FUNDS.
NETWORK WILL PRODUCE FOUR TEN-MINUTE SEGMENTS FOR TELECAST ON
JAPAN'S MOST POPULAR AFTERNOON WOMEN'S SHOW. TOTAL EXPOSURE VALUE
EXTIMATED AT DOLS110,440 PLUS 110,400 POINTS. REQUEST YOU ARRANGE
SUITABLD LOCAL CONTACTS TO ACTIVELY ASSIST FILMING IN MINNEAPOLIS,
ATLANTA AND NEW YORK.

MINNEAPOLIS AND ATLANTA LOCATIONS WILL CORRESPOND CLOSELY TO
ATTRACTIONS FEATURED IN JW-31 TOUR. NEW YORK LOCATIONS SHOULD
INCLUDE DELUXE FIFTH AVENUE STORES POPULAR WITH TOURISTS SUCH AS
TIFFANY'S, GUCCI, MACY'S AND MACY'S THANKSGIVING DAY PARADE.
MAXIMUM ASSISTANCE FOR EXCELLENT VANTAGE POINT TO FILM PARADE.

PLEASE CONFIRM THAT PARADE DATE IS THURSDAY NOVEMBER 28.

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LOCAL ASSISTANCE FOR INDEPENDENT HONOLULU COVERAGE TO BE ARRANGED

BY HVB TOKYO.

FILM CREW WILL SELECT AND PURCHASE MERCHANDISE FOR SPECIAL OFFER
TO PROGRAM AUDIENCE.

THIS PROJECT PREPLANNED AS PROJECT NUMBER FOUR SHORT RANGE GOAL
NUMBER FOUR TITLED THEME TOURS FOR TELEVISION IN FY75 PR PLANNING
PRESENTATION.

HODGSON

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